

Map of the book

	Discussion	Texts	Language work	Skills	Case study
Unit 1 Globalisation page 6	Discuss ideas about globalisation	Reading: The advantages and disadvantages of globalisation – <i>Financial Times</i> Phone rage – <i>Financial Times</i> Listening: The dangers and benefits of globalisation	Words to describe ways of entering new markets Comparing	Managing telephone calls	Fortune Garments: Solve the problems of a global company Writing: memo
Unit 2 Brands page 14	Talk about your favourite brands Discuss three authentic product promotions	Reading: Fashion Piracy – <i>Financial Times</i> Listening: An interview with a marketing specialist	Words that go with <i>brand</i> Past simple and present perfect	Taking part in meetings	Caferoma: Solve the problems of a leading brand Writing: memo
Unit 3 Travel page 22	Describe likes and dislikes about travelling	Reading: A promotional letter / a leaflet Air rage – <i>Financial Times</i> Listening: An interview with a customer services trainer	English and American travel words Countable and uncountable nouns <i>will</i>	Making arrangements on the telephone	The team-building seminar: Make arrangements for participants Writing: e-mail
Unit 4 Advertising page 30	Discuss authentic advertisements Discuss good and bad advertising practices	Reading: Outdoor advertising – <i>The Economist</i> Listening: An interview with a marketing manager	Words and expressions for talking about advertising Articles: <i>a, an, the</i>	Starting presentations	Focus Advertising: Create and present an advertising campaign Writing: summary
Unit 5 Employment page 38	Choose the most important qualities for job candidates Describe bad experiences at work	Reading: How to select the best candidates – <i>Financial Times</i> Listening: An interview with experienced job interviewer	Words to describe personal character Questions	Managing meetings	Slim Gyms: Choose the best candidate for the job of General Manager Writing: promotional leaflet
Unit 6 Trade page 46	Talk about imported and exported goods Complete a chart about national wealth	Reading: A letter of credit Listening: An interview with an expert on negotiating	Words for talking about international trade Conditions	Negotiating	Ashbury Guitars: Negotiate a deal with an overseas guitar manufacturer Writing: fax
Unit 7 Innovation page 54	Match famous inventors to their inventions Discuss strange but real inventions and innovations	Reading: Innovation and the market – <i>Financial Times</i> Listening: An interview with an expert on presentations	Positive and negative words to describe inventions Passives	Presenting	International Leatherware: Create a design for an international competition Writing: news article
Unit 8 Organisation page 62	Rank status symbols in order of importance	Reading: Flexibility in the workplace – <i>The Times</i> Listening: An interview with a project manager	Words and expressions to describe types of company Noun combinations	Socialising	Faredeal Travel: Reorganise the structure, layout and working practices of a travel company Writing: report

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Unit 9 Money page 70	Do a quiz and discuss attitudes to money	Reading: Three stock market speculations Listening: An interview with a bank director	Describing trends	Dealing with figures	Angel Investments: Raise the money to finance a new invention Writing: report
Unit 10 Ethics page 78	Discuss ethics at work Rank a list of unethical activities	Reading: The most and least corrupt countries – <i>Times</i> Listening: An interview with a senior manager	Words to do with <i>honesty</i> and <i>dishonesty</i> Narrating	Problem solving	Profit or principle: Decide if a manager has acted unethically and what action to take Writing: letter
Unit 11 Change page 86	Discuss attitudes to change in general and at work Rank stressful situations	Reading: A CEO's views on managing change Listening: An interview with an independent management consultant	Words for describing meetings Reporting	Meetings	Metrot: Agree on changes at a company that has been taken over Writing: action minutes
Unit 12 Strategy page 94	Define strategy and discuss who should be involved in making strategy	Reading: The advantages and disadvantages of a merger Listening: An interview with the head of a worldwide organisation	Words for talking about business strategies Dependent prepositions	Decision-making	Texan Chicken: Work out a strategy to save a failing fast food company Writing: press release
Unit 13 Cultures page 102	Discuss the importance of cultural awareness in business	Reading: Doing business across cultures – <i>Financial Times</i> Listening: An interview with an expert on cultural awareness	Modal verbs	Social English See also: The social-cultural game on pages 148 and 149	Visitors from China: Plan a visit by a Chinese manufacturer Writing: fax
Unit 14 Leadership page 110	Discuss the qualities of good leadership	Reading: Profile of a leading chief executive Listening: An interview with a leading chief executive	Words to describe character Relative clauses	Leading a team	Orbit Records: Discuss ideas to save a failing music retailer Writing: letter
Unit 15 Competition page 118	Do a quiz on how competitive you are	Reading: Strategies to gain a competitive advantage Listening: An interview with a senior executive about competition	Words and expressions for talking about competition Talking about the future	Negotiating	City Plaza Hotel: Work out a new competitive strategy for a hotel Writing: report
Unit 16 Quality page 126	Discuss different ways of measuring quality	Reading: New style quality – <i>The Financial Times</i> Listening: Two interviews about defective products	Words for talking about quality control and customer services Prepositions of time	Complaining on the telephone	Western Airport: Work out an action plan following complaints form passengers Writing: memo